



**TECHNOLOGY ENTREPRENEURSHIP (ENT600)  
BUSINESS MODEL CANVAS**

**Ceiling Fan Cleaner**

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PROGRAMME	: BACHELOR OF SCIENCE (HONS.) STATISTICS
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**Business Model Canvas**

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"><li>-Machine manufacturer</li><li>-Roller cleaner manufacturer</li><li>-Holder manufacturer</li></ul>	<ul style="list-style-type: none"><li>- Research and Development</li><li>- Designing product</li><li>- Developing the product</li><li>- Marketing</li></ul>	<ul style="list-style-type: none"><li>- More efficient way to clean the blades of ceiling fan</li><li>- The roller cleaner is soft on</li></ul>	<ul style="list-style-type: none"><li>- Marketing communications.</li><li>- Rating, comment and review the product.</li><li>- Improve the product</li></ul>	<ul style="list-style-type: none"><li>- Cleaning and services agencies</li><li>- Households</li></ul>
	Key Resources	surface and super static.	Channels	
	<ul style="list-style-type: none"><li>- Technicians</li><li>- Factory</li><li>- Office</li><li>- Machineries</li></ul>	<ul style="list-style-type: none"><li>- Dust in the roller is also easy to wash</li><li>- The holder is adjustable stick</li></ul>	<ul style="list-style-type: none"><li>- Official website company</li><li>- E-commerce marketplace shopping sites</li></ul>	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"><li>- Manufacturing costs</li><li>- Production overhead</li><li>- Marketing</li></ul>			<ul style="list-style-type: none"><li>- Cash sales</li><li>- Credit sales</li></ul>	

## 2.0 9 BUILDING BLOCKS OF BUSINESS MODEL CANVAS

### 2.1 Customer Segments

The company target employees from cleaning and services agencies. Meanwhile, the users form households. Services agencies such as cleaning agencies have many process to do. The employees must extra careful when handle this job because the blades of ceiling fan will damage or bent. This will lead to loss and Ceiling Fan Cleaner will get lowest star from the users. Furthermore, the households will get more benefit with this product which are can save their time when do a cleaning and not affected their health.

### 2.2 Value Proposition

Ceiling Fan Cleaner is having more efficient way to clean the blades of ceiling fan. In addition, the roller cleaner is soft on surface and super static. The risk for damaged ceiling fan blades can be reduced, while compared to the existed product, the ceiling fan blades easy bend and break it fast. The dust in the roller is also easy to wash so the user feels comfortable with this product. The holder is adjustable stick so the user can change the length of the holder based on their height and do not need to climb up a ladder. The safety users very important.

### 2.3 Customer Relationship

Marketing communications very important to make sure customer know about the product. Customer relationship and marketing communication can show that they need each other. After that, knows the customer's satisfaction about the product by rating, comment and review the product and send thanks to them for their honourable comment. Improvise the product also important to make sure the customer more satisfy with the product.

### 2.4 Channels

Customers can purchase Ceiling Fan Cleaner through online and official website company. E-commerce marketplace shopping sites also available such as Lazada, Alibaba and Shoppe.

### 2.5 Revenue Stream

The types of activities carried out by the business depend on the types of revenue that a business records on its accounts. The company involve cash sales and credit sales for revenue stream. Then, the company generates revenue stream from each customer segments.

## 2.6 Key Activities

In order to deliver the value propositions to customers, research and development will be considered as a key. Designing the product with the features created are the first step to do the product. The design of the product based on the aspects of the business such as manufacturing outsourced. Second step is the company developing the products. In addition, marketing, sales and customer experiences are conducted to boost the channel performance, direct sales and official websites. For the promotion advertise, the company will promote Ceiling Fan Cleaner through the social media such as Twitter, Instagram and Facebook.

## 2.7 Key Resources

The technicians are the first key resources. Technicians are expert in engineering. This is because they are trained with special skills and their technique is very good. Then, factory and office needed in the company. The development and management of products will be conducted in the company. Machineries also provided in the company. Machineries used to make the worker easier to work. Machineries also can control the work to produce the product.

## 2.8 Key Partners

The company choose to partner with a manufacturing company to produce a sub assembly, whilst all the raw materials will be provided by supplier such as Alibaba and AliExpress. It is more efficient to contract with a machine manufacturer and roller cleaner manufacturer to source the best products since they both are non-competitors. Moreover, the holder manufacturer also needed to complete the product.

## 2.9 Cost Structure

The cost structure for the company is salaries and wages. One of the most important aspects of a job for most workers is the wages and salaries. Wages allow workers to make a living from their labor. They also provide incentives to be productive and loyal to an employer. Meanwhile, the examples of salaries are insurance (medical, life, dental, disability, unemployment and worker's compensation), vacation pay, holiday pay, and maternity leave, contribution to retirement (pension pay), profit sharing, stock options, and bonuses. Then, manufacturing costs also the costs incurred during the production of Ceiling Fan Cleaner. In addition, material handling, equipment maintenance personnel, machineries and factory management include in cost structure. Moreover, production overhead involves in cost structure. To make sure the company make more profit and to avoid loss, the company must make a financial statement reports.